

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-21 (Canceled)

Claim 22 (Currently Amended): An information providing apparatus for providing added-value information associated with content viewing selection, comprising:

a viewing log information acquiring unit configured to acquire a viewing log ~~associated with, the viewing log including a log of a viewing of content by a user and further configured to acquire at least one operation a log of a purchase of another content executed by the user as a viewing log;~~

a content-associated information acquiring unit configured to acquire ~~content-associated~~ information associated with each ~~piece~~ of content included in [[a]] ~~the~~ viewing log, the content-associated information including attributes of each content in the viewing log;

an added-value information generating unit configured to measure an appearance frequency ~~for~~ ~~of~~ each attribute ~~type~~ in ~~the~~ content-associated information ~~aggregated for each user and rank each attribute by the appearance frequency in the viewing log, and to generate added-value information associated with content viewing selection on the basis of a, including a list of a predetermined number of attribute values of attribute values-attributes which are ranked high-highest in appearance frequency in each attribute type among the viewing of content and the purchase of another content; and~~

a presentation-information transmitting unit configured to transmit a ~~signal to present the~~ added-value information ~~to a user.~~

Claim 23 (Canceled)

Claim 24 (Currently Amended): The information providing apparatus according to claim 22, wherein

 said viewing log information acquiring unit is further configured to acquire a recording log of a recorded content, via a communication route, ~~viewing log information acquired on from a recording device for receiving or recording/reproducing content by the user~~, and aggregate the acquired recording log into the viewing log information for each user including the log of a viewing of content and the log of a purchase of another content;

 said content-associated information acquiring unit is ~~further~~ configured to acquire the content-associated information by search searching a content information database storing including attribute information of each piece of content included in the viewing log to acquire the content-associated information; and

 said presentation-information transmitting unit is ~~further~~ configured to present transmit the added-value information to the user via said communication route.

Claim 25 (Currently Amended): The information providing apparatus according to claim 22, wherein

 said viewing log information acquiring unit is further configured to ~~hold, in a device, viewing log information acquired on said device for receiving or recording/reproducing content by the user acquire a recording log of a recorded content from a recording device, aggregate the acquired recording log into the viewing log including the log of a viewing of content and the log of a purchase of another content, and store the viewing log in said recording device~~;

said content-associated information acquiring unit is further configured to acquire content-associated information about each ~~piece of~~ content included in [[a]] ~~the~~ viewing log via a predetermined communication route; and

 said added-value information ~~creating-generating~~ unit is further configured to ~~create generate~~ the added-value information in said recoding device.

Claim 26 (Currently Amended): The information providing apparatus according to claim 22, wherein said presentation-information transmitting unit is further configured to ~~present, to the user, transmit~~ an added-value information screen that ~~includes a~~ displays the list of the predetermined number of attribute values high attributes which are ranked highest in appearance frequency ~~in each attribute type~~.

Claim 27 (Currently Amended): The information providing apparatus according to claim 26, further comprising:

 an input unit configured to accept an attribute ~~value specification or selecting operation by the user selection~~ through said added-value information screen; and
 a detail added-value information generating unit configured to search, in response to [[the]] ~~a specification or selection of an attribute value by the user accepted by said input unit~~, for a ~~piece of~~ content associated with the ~~specified or selected attribute value, and to generate detail added-value information on the basis of the obtained piece of, including a list of content associated with the selected attribute~~, wherein

 said presentation-information transmitting unit is configured to present said detail added-value information ~~to the user~~.

Claim 28 (Currently Amended): The information providing apparatus according to claim 27, wherein said detail added-value information generating unit is configured to search the viewing log ~~information of the user~~ for a piece of content associated with the selected attribute ~~value~~ and generate detail added-value information ~~configured by including~~ a list of pieces of content associated with the selected attribute which is including included in the viewing log.

Claim 29 (Currently Amended): The information providing apparatus according to claim 27, wherein said detail added-value information generating unit is configured to search schedule information describing future content broadcast or distribution schedule for a piece of content associated with the selected attribute ~~value~~ and generate detail added-value information ~~configured by including~~ a list of pieces of content associated with the selected attribute which is included in the schedule information including a broadcast or distribution schedule time of each content in the list of content.

Claim 30 (Currently Amended): The information providing apparatus according to claim 28, wherein

~~a content operation method is presented along with the viewing log said presentation-information transmitting unit is further configured to present said detail added-value information on a detail added-value information screen, and~~
~~said input unit is configured to accept the specification or selecting operation a selection of content by the user from the list of content on the detail added-value information screen to trigger a corresponding an operation to be performed on the selected content.~~

Claim 31 (Currently Amended): The information providing apparatus according to claim 29, wherein

~~a content operation method is presented along with the viewing log said presentation-information transmitting unit is further configured to present said detail added-value information on a detail added-value information screen, and~~

~~said input unit is configured to accept the specification or selecting operation a selection of content by the user from the list of content on the detail added-value information screen to trigger a corresponding an operation to be performed on the selected content.~~

Claim 32 (Currently Amended): An information providing method for providing added-value information associated with content viewing selection, comprising:

~~acquiring a viewing log associated with, the viewing log including a log of a viewing of content and a log of a purchase of another content by a user;~~

~~acquiring content-associated information associated with each piece of content included in [[a]] the viewing log, including acquiring an operation log of a purchase executed by the user as a viewing log including attributes of each content in the viewing log;~~

~~measuring an appearance frequency for of each attribute type in the content-associated information aggregated for each user and ranking each attribute by the appearance frequency in the viewing log including the log of a viewing of content and the log of a purchase of another content;~~

~~generating added-value information associated with content viewing selection on the basis of a including a list of a predetermined number of attribute values of attribute values attributes which are ranked high highest in appearance frequency in each attribute type among the viewing of content and the purchase of another content; and~~

outputting ~~a signal to present the added-value information to a user~~ using a device configured to display the content viewing selection.

Claim 33 (Canceled)

Claim 34 (Currently Amended): The information providing method according to claim 32, wherein

 said acquiring a viewing log includes acquiring, via a communication route, ~~viewing log information acquired on a recording log of a recorded content from a device configured to receive or record/reproduce record content by the user, and aggregate aggregating the acquired recording log into the viewing log information for each user including the log of a viewing of content and the log of a purchase of another content;~~

 said acquiring information includes searching a content information database ~~storing including attribute information of each piece of content in the viewing log including the log of a viewing of content and the log of a purchase of another content, and acquiring the content-associated information using the searching; and~~

 said outputting includes outputting ~~the added-value information to the user~~ via said communication route.

Claim 35 (Currently Amended): The information providing method according to claim 32, wherein

 said acquiring a viewing log includes ~~holding, in a device, viewing log information acquired on said device for receiving or recording/reproducing content by the user~~ acquiring a recording log of a recorded content from a recording device, aggregating the acquired

recording log into the viewing log including the log of a viewing of content and the log of a purchase of another content, and storing the viewing log in said recording device;

 said acquiring information including acquiring the content-associated information ~~about~~ associated with each ~~piece~~ of content included in [[a]] the viewing log via a predetermined communication route; and

 said ~~measuring~~ generating includes generating the added-value information in said recording device.

Claim 36 (Currently Amended): The information providing method according to claim 32, wherein said outputting includes outputting, ~~to the user~~, an added-value information screen that includes [[a]] the list of attribute values ~~high~~ attributes which are ranked highest in appearance frequency ~~in each attribute type~~.

Claim 37 (Currently Amended): The information providing method according to claim 36, further comprising:

 accepting an attribute value specification ~~or selecting operation by the user~~ selection through said added-value information screen; and

 searching, in response to the specification ~~or~~ selection of an attribute value ~~by the user~~, for a ~~piece~~ of content associated with the ~~specified~~ selected attribute value and generating detail added-value information ~~on the basis of the obtained piece of content~~ including a list of content associated with the selected attribute,

 wherein said outputting includes outputting said detail added-value information ~~to the user~~.

Claim 38 (Currently Amended): The information providing method according to claim 37, wherein said searching includes searching the viewing log ~~information of the user~~ for a ~~piece of~~ content associated with the selected attribute ~~value~~ and generating detail added-value information ~~configured by including~~ a list of ~~pieces of~~ content associated with the selected attribute which is including included in the viewing log.

Claim 39 (Currently Amended): The information providing method according to claim 37, wherein said searching includes searching schedule information describing future content broadcast or distribution schedule for a ~~piece of~~ content associated with the selected attribute ~~value~~ and generating detail added-value information ~~configured by including~~ a list of ~~pieces of~~ content associated with the selected attribute which is included in the schedule information including a broadcast or distribution schedule time of each content in the list of content.

Claim 40 (Currently Amended): The information providing method according to claim 38, wherein

~~a content operation method is presented along with the viewing log said outputting includes outputting said detail added-value information on a detail added-value information screen, and~~

~~said accepting includes accepting the specification of operation method or selecting operation a selection of content by the user from the list of content on the detail added-value information screen and triggering a corresponding an operation to be performed on the selected content.~~

Claim 41 (Currently Amended): The information providing method according to claim 39, wherein

~~a content operation method is presented along with the viewing log said outputting includes outputting said detail added-value information~~ on a detail added-value information screen, and

~~said accepting includes accepting the specification of operation method or selecting operation a selection of content by the user from the list of content~~ on the detail added-value information screen and triggering ~~a corresponding an operation to be performed on the selected content.~~

Claim 42 (Canceled)

Claim 43 (Previously Presented): A computer configured to perform the method according to claim 32, wherein the device is a receiver configured to communicate with the computer using a network.